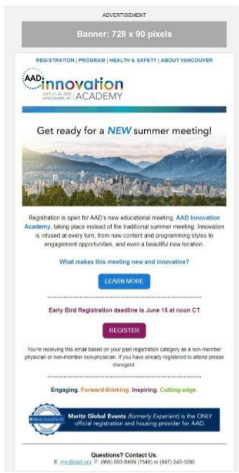


Email Products

PRINT THIS PAGE

- AAD Official Meeting Emails
- eDaily
- eHighlights
- ePreviews
- Exclusive Exhibitor Email
- Registration Emails



click to enlarge

AAD Official Meeting Emails

Your brand exclusively reaches AAD members – up to 10 times!

Content: Informative emails deployed by the AAD to members, providing details on meeting registration, sessions, events and updates on all things Innovation Academy related. Your 728 x 90 banner is at the top of each email and links to the URL of your choice.

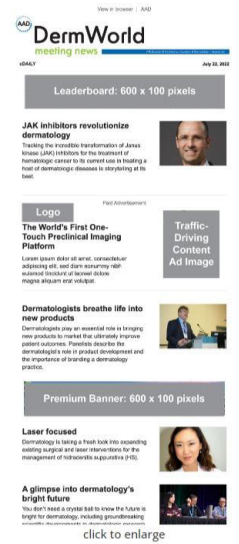
Distribution: Up to 10 emails depending on when sponsorship is secured.

- 2022 metrics:**
- 79,091 emails delivered
 - 21% average open rate
 - 4.1% average click through rate

INSERTION ORDER/SPECS

Rolling deadlines. Please consult with your Account Manager.

Rate
 \$20,000
Exclusive sponsorship opportunity.



click to enlarge

eDaily

Connect your brand with attendees every day of the meeting!

Remind attendees to visit your booth or program as they read about the latest conference news.

Reach: 19,000+ members and Innovation Academy attendees.

Content: Live event coverage and session recaps.

eDailies are sent on Aug. 10, 11, 12 and 2023.

Link your corporate or product video to your banner ad!

Traffic-Driving Content Ads grow your program or booth attendance!



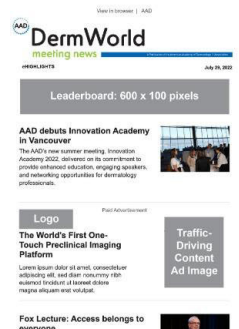
**According to MailChimp's email benchmark report, 2022.*

INSERTION ORDER/SPECS

Deadlines
 Space reservation: July 18, 2023
 Materials due: July 25, 2023

Rates	
Leaderboard (all issues)	\$16,605
Premium Banner (all issues)	\$13,005
Premium Banner (one issue)*	\$4,570
Traffic-Driving Content Ads (all issues)	\$13,005
Traffic-Driving Content Ads (one issue)*	\$4,570

**For promoting industry programs only.*



click to enlarge

eHighlights with Product Samples

Generate leads and allow AAD members to order your product samples!

Use this opportunity to reach those you missed onsite, or those who could not attend.

Reach: 19,000+ AAD members and Innovation Academy attendees in Mid-August.

Content: In addition to important meeting wrap-up content, three advertisers can offer free product samples using this special eHighlights.

- An image of the sample advertisers intend to provide is

INSERTION ORDER/SPECS

Deadlines
 Space reservation: July 26, 2023
 Materials due: Aug. 2, 2023

Rates (per issue)	
Leaderboard	\$5,640
Premium Banner	\$4,380
Traffic-Driving Content Ads	\$6,140
Product Sample Ad (includes ad on Meeting News Central)	\$4,690 (limit three)

Expanding access to care is a top priority for many dermatologists. Robert T. Brinkley, MD, FAAD, delivered that impassioned declaration during Innovation Academy's 2022 Grand Case File, MD, Memorial Award and Lectureship.

Premium Banner: 600 x 100 pixels

Kelly Lectureship traces advances in pigmentary diseases
The future has never been brighter for patients with pigmentary diseases. Dr. Connor described her ongoing relationship with melanocytosis during the inaugural A. Paul Kelly MD, Memorial Lectureship.

Your name can be your skin care brand
Dermatologists can take their skin care recommendations beyond their own clinics, using

click to enlarge

- included in the eHighlights with a photo and description (see sample).
- Readers click the "order sample" button and are taken to the Product Sample channel on Meeting News Central, where they complete an order for samples that is then transmitted to the advertiser.
 - Limited to three Product Sample ads. See AAD Meeting News Central for additional online Product Sample advertising.
 - A promotional campaign will drive AAD members to this order form.

Get your product samples to AAD members!

Traditional eHighlights advertising is also available in this special eHighlights (which can be linked to the Product Sample Channel on Meeting News Central).

Link your corporate or product video to your banner ad!

Traffic-Driving Content Ads drive attendees to your post-meeting content!

2022 unique open rate was 51.3%, compared to the healthcare industry average of 21.72%.*

*According to MailChimp's email benchmark report, 2022.

Supplying and shipping product samples is the responsibility of the advertiser.

View in browser | AAD

DermWorld
meeting news

June 16, 2022

Leaderboard: 600 x 100 pixels

The future is now
The future is knocking, and it's bringing exciting developments to a host of new dermatologic drugs, devices, and novel techniques.

Logo | **Traffic-Driving Content Ad Image**

The World's First One-Touch Practical Imaging Platform
Learn how our door at arm's, connective technology, and data security will transform the way you manage skin disease diagnosis and treatment.

New session devoted to innovation in practice management!
Setting aside to address the needs of the AAD Innovation Academy session CDEI - Practice Management Course, which will explore the role and tools of managing an efficient and successful dermatology practice.

Premium Banner: 600 x 100 pixels

Derm Lab series offers hands-on learning
Practice makes perfect, and this week the hands-on opportunity attendees will receive during the Derm Lab series planned for the summer.

Branding your business
Branding is essential, even for dermatologists. In the AAD is devoting an entire afternoon to it in a new session at Innovation Academy 2022.

click to enlarge

ePreviews

Build early buzz around your booth or program with more than 19,000 members and attendees!

Your message receives broad exposure as members and attendees begin to plan their time at Innovation Academy.

Reach: 19,000+ AAD members and Innovation Academy attendees.

Content: Topics to be presented at the meeting, industry events and exhibit hall activities.

ePreview #3 will feature schedules of industry-supported educational programs to include Non-CME (INC) Programs and Industry Product Sessions.

Link your corporate or product video to your banner ad!

Traffic-Driving Content Ads invite attendees to your booth early.

2022 average unique open rate was 55.7%, compared to the healthcare industry average of 21.72%.*

*According to MailChimp's email benchmark report, 2022.

INSERTION ORDER/SPECS

Deadlines	Space Reservation	Materials Due
ePreview #1: Early July	June 14, 2023	June 21, 2023
ePreview #2: Mid-July	June 23, 2023	June 30, 2023
ePreview #3: Early August	July 13, 2023	July 20, 2023

Rates (per issue)	
Leaderboard	\$5,640
Premium Banner	\$4,380
Traffic-Driving Content Ads	\$6,140

Hosting a program?

annual

EXPERT ADVICE AND EDUCATION

Adby

NOW AVAILABLE

PROFESSIONAL LIMITED TIME PRECIOUS OPPORTUNITY

ADBY PRESENTS FOR QUALITY EDUCATION

START NOW

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Exclusive Exhibitor Email

EXCLUSIVE AND LIMITED!

All eyes are on your brand message with an exclusive email to AAD Innovation Academy attendees!

Increase the attendance at your program and traffic at your booth with a direct invitation!

Reach: Your email message is sent to Innovation Academy attendees.

Content: Advertiser-supplied materials, subject to AAD approval. Content must be a booth driver or a meeting-related event invitation (such as an industry program) and should not be product specific. Post-event content can include follow up meeting announcements or tease upcoming news. If necessary, please include a QR code or a link to PI information.

INSERTION ORDER/SPECS

- Limit two the week prior to the meeting, one each day of the meeting and two the week after the meeting.
- Work with your account manager to select a date.

Deadlines
Space reservation: June 17, 2023
Materials due: June 24, 2023

Rate
\$12,750



Banner Ad

Dear Registrant,

Thank you for registering for the 2023 AAD General Meeting being held in Tampa, Florida, from 8-13, 2023. In honor of your registration, we've provided you with the acknowledgment of your attendance and return to your receipt.

Key Dates of Note:
 If a Member Card is issued, the receipt must be used in full by 12:00 noon (CT) on June 23, 2023. All tickets for the meeting are now open for the meeting. For instructions on how to access your account, please refer to the Chicago section below.

CHANGES
MAKE A CHANGE TO RESERVATION TICKETS OR HOUSING RESERVATIONS:
 Click [here](#) to go to the **Already Registered** side of the Registration & Housing system.

Registration of Features

Registration:

- **AAD Career Related sessions** - create purchased sessions, or add them to linked accounts.
- **Profile** - update your personal information, such as address, phone, fax, email.
- **Additional Information** - update your company's contact information, and update your name your email address response.
- **Feedback** - will allow you to view your current session, or AAD's services.

click to enlarge

Registration Emails

Kickstart your brand exposure early – just as attendees are registering for the meeting!

Your brand reaches meeting attendees with your 728 x 90 banner at the top of registration emails sent from AAD. Each email is an exclusive opportunity. Banner links to a URL of your choice.

Reach: Innovation Academy attendees.

Registration & Housing Confirmation Email

- Launches in May 2023.
- Sent to more than 1,400 attendees when they complete or make updates to their registration, or if they cancel their registration.

Post Meeting Confirmation Email

- Launches approximately one week after the meeting.
- Sent to registrants (estimated 1,175) who verified their Advance or Onsite registration while at the meeting.

INSERTION ORDER/SPECS

Deadlines

Space reservation: March 31, 2023
 Materials due: April 7, 2023

Rate

\$3,500 each or \$6,000 for both

These emails are not utilized for guest or exhibitor registration.

All rates are net. No agency discounts apply. Cancellations are nonrefundable. All quantities herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed.



innovation academy
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